

W/E # 946554

NAB Form PB-17 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

KOAT-TV Albuquerque

**Date:**

8/27/2012

I, Media Strategies and Research

being/on behalf of: Martin Heinrich, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, August 28, 2012			Sunday, September 02, 2012		

**Total Charges: \$8,465.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Monday, August 27, 2012

Date



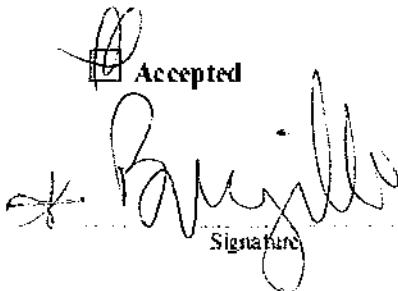
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

BREZILLO

Printed Name

GSM

Title

# CONTRACT



**KOAT**  
 3801 Carlisle Blvd. NE  
 Albuquerque, NM 87107  
 (505)884-7777

<u>Contract / Revision</u> 947256 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 09/03/12 - 09/09/12		<u>Estimate #</u> 11716
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 08/29/12 / 08/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research  
 1580 Lincoln Street  
 Suite 510  
 Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOAT	09/03/12	09/07/12	5a A7N More In The AM	5-6a		:30			NM	7	\$910.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				7	\$130.00			
N 2	KOAT	09/03/12	09/07/12	6a A7N More In The AM	6-7a		:30			NM	9	\$2,970.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				9	\$330.00			
N 4	KOAT	09/03/12	09/07/12	Good Morning America	7-9a		:30			NM	9	\$2,250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				9	\$250.00			
N 7	KOAT	09/08/12	09/08/12	Sa 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$150.00			
N 10	KOAT	09/04/12	09/07/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	4	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$100.00			
N 12	KOAT	09/04/12	09/07/12	Anderson Cooper	11a-12n		:30			NM	4	\$240.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$60.00			
N 17	KOAT	09/04/12	09/07/12	Ellen 3-4p	3-4p		:30			NM	6	\$660.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				6	\$110.00			
N 19	KOAT	09/03/12	09/07/12	Dr Oz	4-5p		:30			NM	9	\$1,800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

www.koat.com

<u>Contract / Revision</u> 947256 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/03/12 - 09/09/12	<u>Product</u> Candidate	<u>Estimate #</u> 11716
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 08/29/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				9	\$200.00			
N 21	KOAT	09/03/12	09/07/12	Action 7 News @ 5p	5-530p		:30			NM	6	\$1,950.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				6	\$325.00			
N 23	KOAT	09/03/12	09/07/12	Action 7 News @ 6p	6-630p		:30			NM	8	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				8	\$375.00			
N 25	KOAT	09/03/12	09/07/12	Entertainment Tonight 630-7p	630-7p		:30			NM	10	\$4,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				10	\$450.00			
N 28	KOAT	09/03/12	09/07/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	5	\$2,600.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				5	\$520.00			
N 29	KOAT	09/03/12	09/07/12	Action 7 News @ 1030p	1030-1105p		:30			NM	5	\$1,750.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				5	\$350.00			
N 31	KOAT	09/03/12	09/03/12	CASTLE	9-10p		:30			NM	1	\$500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$500.00			
N 32	KOAT	09/04/12	09/04/12	HAPPY/DONT TRUST	9-10p		:30			NM	1	\$775.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$775.00			
N 34	KOAT	09/05/12	09/05/12	MODERN/SUBURGATORY	9-10p		:30			NM	1	\$1,100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$1,100.00			
N 36	KOAT	09/09/12	09/09/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$675.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/06/12	09/12/12	-----S				1	\$675.00			
N 37	KOAT	09/08/12	09/08/12	5-6a	5-6a		:30			NM	1	\$70.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$70.00			
N 38	KOAT	09/09/12	09/09/12	5-6a	5-6a		:30			NM	1	\$85.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$85.00			
N 39	KOAT	09/09/12	09/09/12	Su 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												

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<u>Contract / Revision</u>	<u>Alt Order #</u>
947256 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/03/12 - 09/09/12	Candidate	11716

<u>Advertiser</u>	<u>Original Date / Revision</u>
Heinrich/D/Senate	08/29/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S 1 \$150.00												
N 40	KOAT	09/04/12	09/07/12	The View 10-11a	10-11a		:30			NM	4	\$700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 4 \$175.00												
N 41	KOAT	09/04/12	09/07/12	Chew, The	12-1pm		:30			NM	3	\$390.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -T-TF-- 3 \$130.00												
N 42	KOAT	09/04/12	09/07/12	GMA IN THE AFTERNOON	1-2PM		:30			NM	3	\$225.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TW-F-- 3 \$75.00												
N 43	KOAT	09/04/12	09/06/12	General Hospital	2-3p/1-2p		:30			NM	3	\$300.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWT--- 3 \$100.00												
N 44	KOAT	09/09/12	09/09/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1	\$250.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/06/12 09/12/12 -----S 1 \$250.00												
N 45	KOAT	09/06/12	09/06/12	WIPEOUT	7-8p		:30			NM	1	\$500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ---T--- 1 \$500.00												
N 46	KOAT	09/06/12	09/06/12	ROOKIE BLUE	9-10p		:30			NM	1	\$500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ---T--- 1 \$500.00												
N 47	KOAT	09/07/12	09/07/12	20/20	Prime Other		:30			NM	1	\$500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ----F-- 1 \$500.00												
N 48	KOAT	09/09/12	09/09/12	ONCE UPON A TIME	6-7p		:30			NM	1	\$500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S 1 \$500.00												
N 49	KOAT	09/09/12	09/09/12	ONCE UPON A TIME	7-8p		:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S 1 \$1,000.00												
N 50	KOAT	09/09/12	09/09/12	ONCE UPON A TIME	8-9p		:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S 1 \$1,000.00												
N 51	KOAT	09/09/12	09/09/12	ONCE UPON A TIME	9-10p		:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												

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09/03/12 - 09/09/12	Candidate	11716

Advertiser	Original Date / Revision
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,000.00			
N 52	KOAT	09/08/12	09/08/12	Action 7 News @ 10p Sat	10-1035p		:30			NM	1	\$450.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$450.00			
N 53	KOAT	09/04/12	09/06/12	Nightline	1105-1135p		:30			NM	3	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$100.00			
<b>Totals</b>											<b>115</b>	<b>\$34,150.00</b>

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/09/12	115	\$34,150.00	\$29,027.50	\$2,031.93	\$31,059.43
<b>Totals</b>	<b>115</b>	<b>\$34,150.00</b>	<b>\$29,027.50</b>	<b>\$2,031.93</b>	<b>\$31,059.43</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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